

EXHIBIT B

**US 11403932 B2 Verna
VS
AlertMedia**

U.S. Patent No. 11,403,932

US11403932B2

United States

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Current Assignee : [Verna IP Holdings LLC](#)

Worldwide applications

Application US16/985,041 events ⓘ

2011-05-24 • Priority to US201161489621P

2011-12-13 • Priority to US13/324,118

2012-01-30 • Priority to US13/361,409

2015-02-27 • Priority to US14/633,709

2016-08-01 • Priority to US15/224,930

2017-11-27 • Priority to US15/822,600

2019-04-01 • Priority to US16/371,595

2020-08-04 • Application filed by Verna IP Holdings LLC

2020-08-04 • Priority to US16/985,041

2021-01-21 • Publication of US20210020014A1

2022-08-02 • Application granted

2022-08-02 • Publication of US11403932B2

Status • Active

2032-06-18 • Adjusted expiration

Related Products







- The following chart is based on the review of AlertMedia's web site.

AlertMedia LOGIN

Expect Greatness From Your Emergency Communication System

Whether you're reaching out to 10 or 10,000 people, you need a reliable, quick, and modern system that keeps everyone connected during critical events.

TRY FOR FREE

- 
Any Device, Anywhere
 Whatever device you are using, AlertMedia provides you with a unified emergency notification system to get notifications out to your people within seconds.
- 
Enterprise Security
 We provide the safest environment for your data, with full encryption at rest and in-transit, best-practices security policies, and a robust technical environment.
- 
Two-Way Messaging
 Give your people a voice with audience communication features including read receipts, surveys, wellness checks, incoming messages, and "need help" requests.
- 
Multi-Channel Delivery
 Send unlimited messages to your audience via voice call, text message, email, mobile app push notification, social media, and unlimited custom channels.
- 
Intuitive User-Experience
 With no training required and a modern, intuitive set of screens, some of the world's largest organizations are up and running within minutes.
- 
Reporting & Insights
 Use our data-driven insights to improve the processes of how your organization handles an event. Track progress with insights you can use.

Protect Your People. Protect Your Business. - AlertMedia

US 11,403,932 Claim 18

18. A method for providing instant emergency voice alerts to wireless hand held device users in a specified region, the method comprising:

determining an emergency situation affecting a specified region and requiring emergency notification of the emergency situation to wireless hand held device users in the specified region;

generating and converting a text message indicative of the emergency situation into a digitized voice alert; and

transmitting the digitized voice alert through specific towers of a cellular communications network in the specified region for distribution of an emergency announcement about the emergency situation provided by the digitized voice alert to at least one wireless hand held device in communication with the specific towers of the cellular communications network in the specified region.

US 11,403,932 Claim 18

18. A method for providing instant emergency voice alerts to wireless hand held device users in a specified region, the method comprising:

For example, using AlertMedia, **voice alerts are provided** to **wireless devices** in emergency situations.

AlertMedia LOGIN TR

Expect Greatness From Your Emergency Communication System

Whether you're reaching out to 10 or 10,000 people, you need a reliable, quick, and modern system that keeps everyone connected during critical events.

TRY FOR FREE

Any Device, Anywhere

Whatever device you are using, AlertMedia provides you with a unified emergency notification system to get notifications out to your people within seconds.

Enterprise Security

We provide the safest environment for your data, with full encryption at rest and in-transit, best-practices security policies, and a robust technical environment.

Two-Way Messaging

Give your people a voice with audience communication features including read receipts, surveys, wellness checks, incoming messages, and "need help" requests.

Multi-Channel Delivery

Send unlimited messages to your audience via voice call, text message, email, mobile app push notification, social media, and unlimited custom channels.

Intuitive User-Experience

With no training required and a modern, intuitive set of screens, some of the world's largest organizations are up and running within minutes.

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Protect Your People. Protect Your Business. - AlertMedia

US 11,403,932 Claim 18

determining an emergency situation affecting a specified region and requiring emergency notification of the emergency situation to wireless hand held device users in the specified region;

For example, using AlertMedia, emergency situations are provided as voice alerts to **wireless devices** about the **emergency situations**.



Any Device, Anywhere

Whatever device you are using, AlertMedia provides you with a unified emergency notification system to get notifications out to your people within seconds.

[Message from AlertMedia](#)

Your emergency mass notification software should deliver an incredibly simple and intuitive user experience and provide you the tools required to stay informed and reach your people during a critical event. Here are four ways to take your emergency notifications to the next level.

<https://www.alertmedia.com/blog/emergency-notifications-to-a-massive-audience-four-keys-to-success/>

US 11,403,932 Claim 18

generating and converting a text message indicative of the emergency situation into a digitized voice alert; and

For example, using AlertMedia, voice alerts can be generated by converting a text message that is reporting an emergency situation.

Multi-Channel notifications

When sending notifications from your mass notification system, it's essential to have the ability to send communications through multiple channels – text, email, phone, app push notifications, social media, and custom channels. By utilizing a wide variety of notification channels, you can have peace of mind that users see urgent messages whether they're on the go or at their desks.

<https://www.alertmedia.com/blog/what-you-need-to-succeed-with-a-mass-notification-system/>

Multichannel messaging – Emergency notification system vendors help you deliver messages that are more important than email. When your people must receive the notification, you'll need to send your notification over multiple communication channels simultaneously. What channels make sense for your audience(s)? At a minimum, demand that your vendor offers simple ways to communicate across text/SMS, voice call, mobile applications, email, desktop alerts, and social channels—all with a few clicks.

<https://www.alertmedia.com/emergency-notification-system-vendors/>

US 11,403,932 Claim 18

transmitting the digitized voice alert through specific towers of a cellular communications network in the specified region for distribution of an emergency announcement about the emergency situation provided by the digitized voice alert to at least one wireless hand held device in communication with the specific towers of the cellular communications network in the specified region.

For example, Using **AlertMedia**, voice alerts announcing an emergency situation, can be transmitted through a city's cell tower to a wireless device .

Leveraging Smartphones to Improve Emergency Communications

AlertMedia's emergency notification app delivers enterprise mass notification features and audience engagement tools right to your mobile phones. As an administrator, you can send notifications to thousands of people within seconds from your phone, keeping those people safe and informed during critical events. Using the emergency alert app allows your people to share their locations, initiate requests for help, and reply to your messages—improving your ability to monitor their well-being.

You need an **emergency notification system** that provides both web and mobile access. While web applications are convenient and easily accessed through a web browser, there will be times when you're traveling, or when your computer systems go down, and you'll require access to your emergency **mass notification system** right from your smartphone. The AlertMedia emergency notification app brings administrators incredible power in an easy-to-use mobile interface.

Use AlertMedia's emergency notification app to reach any audience, anywhere in the world.

<https://www.alertmedia.com/emergency-notification-app/>